

WHAT IS CLAIMED IS:

1. A process for setting the crop mark for and/or in a print production, in which prints are continuously printed on a web; the process comprising:
 - 1 cutting the web lengthwise into a first web strand and at least one second web strand;
 - 2 converging the first web strand with at least the second web strand and/or at least one other web strand to form a web strand bundle;
 - 3 cross-cutting the web strand bundle between prints following each other in the direction of conveying;
 - 1 adjusting lengths of paths of the web strands of the bundle, before the convergence, by path length changes that are selected to be such that crop mark positions of the web strands related to the cross cutting are set; and
 - 1 selecting the path length change for the first web strand to be such that a greatest of the path length changes is smaller than it would be if the path length of the first web strand were not adjusted.
2. A process in accordance with claim 1, wherein the path length change of the first web strand is selected to be such that the greatest of the path length changes becomes minimal.
3. A process in accordance with claim 1, wherein the path length change is selected for each of the web strands of the bundle to reduce and/or minimize the greatest of the path length changes.

4. A process in accordance with claim 1, wherein at least one of the web strands of the bundle is turned and/or reversed before the convergence and the path length change is performed for the turned and/or reversed web strand before the turning and/or reversal.

5. A process in accordance with claim 1, wherein the first web strand is converged with the second web strand and/or with the at least one other web strand of the bundle directly, without turning, and cross-cut.

6. A process in accordance with claim 1, wherein a color mark of a printing cylinder, which transfers ink for a print to be printed on the web in the pattern of an image, is set in such a way that the setting is coordinated with the change in the path length of the first web strand in order to obtain the crop mark position of the web strand that is related to the cross cutting.

7. A printing press with crop mark setting device, the printing press comprising:
at least one said printing couple for printing on a web;
a lengthwise cutting means for the lengthwise cutting of the web into a first web strand and at least one second web strand;

5 converging means for converging the first web strand with at least the second web strand and/or at least one other web strand to form a bundle;
a cross-cutting means for cross-cutting the bundle; and
a crop mark setting device comprising at least one deflecting means for each of the web strands of the bundle, said deflecting means forming a deflection axis for the web strand of the

10 bundle, the web strand being associated with it, wherein said deflecting means is mounted
movably such that the particular deflection axis formed is adjustable at right angles to an axial
direction by a maximum adjusting path length, wherein the maximum adjusting path length of each
of said deflecting means is such that the adjusting path lengths by which the deflection axes must
be adjusted for setting the crop mark positions of the web strands, said crop mark positions being
15 related to the cross-cutting, can be split between said deflecting means of all web strands of the
bundle.

8. A crop mark setting device in accordance with claim 7, wherein each of said deflecting
means is adjustable by a maximum adjusting path length, which is at least half the maximum
adjusting path length of each other of said deflecting means.

9. A crop mark setting device in accordance with claim 1, wherein the maximum adjusting
path lengths of said deflecting means are at least essentially equal.

10. A crop mark setting means in accordance with claim 1, wherein the first web strand is
a direct strand, which is converged without turning with at least the second web strand and/or the
at least one other web strand to form the web strand bundle.

11. A crop mark setting device in accordance with claim 1, wherein said converging
means comprises a turning bar means for the second web strand or the at least one other web
strand of the bundle, and said deflecting means for the second web strand or the at least one other

web strand of the bundle is arranged in the path of the second web strand or of the at least one
5 other web strand of the bundle in front of the turning bar means.

12. A crop mark setting device in accordance with claim 1, wherein the converging means comprises a turning bar means for the second web strand and said deflecting means for the first web strand and said deflecting means for the second web strand are arranged on a common part of the path of the web strands in front of the turning bar means.

13. A crop mark setting device in accordance with claim 12, wherein said deflecting means for the first web strand and said deflecting means for the second web strand are arranged such that the web can be pulled in during the pulling in of the web around both said deflecting means before it is cut lengthwise.

14. A crop mark setting device in accordance with claim 1, wherein said deflecting means for the first web strand and said deflecting means for the second web strand are arranged such that the path of the web strand separates from the path of the second web strand only behind the two deflecting means.

15. A crop mark setting device in accordance with claim 1, wherein said deflecting means for the first web strand and said deflecting means for the second web strand are arranged such that the web can be guided simultaneously around both said deflecting means during the pulling in of the web.